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ABSTRACT

This catalog contains entries on new and important issues in support of entrepreneurial education in the United States. The bibliography contains five categories of entries: (1) articles; (2) books and reports; (3) curricula and textbooks; (4) videotapes and films; and (5) computer simulations and software. The information is presented in alphabetical order by title. Each entry includes title, author, source, and an abstract. Target audience and setting are usually given for books, reports, curricula, and textbooks. A 55-item resource guide provides addresses of publishers. (NLA)

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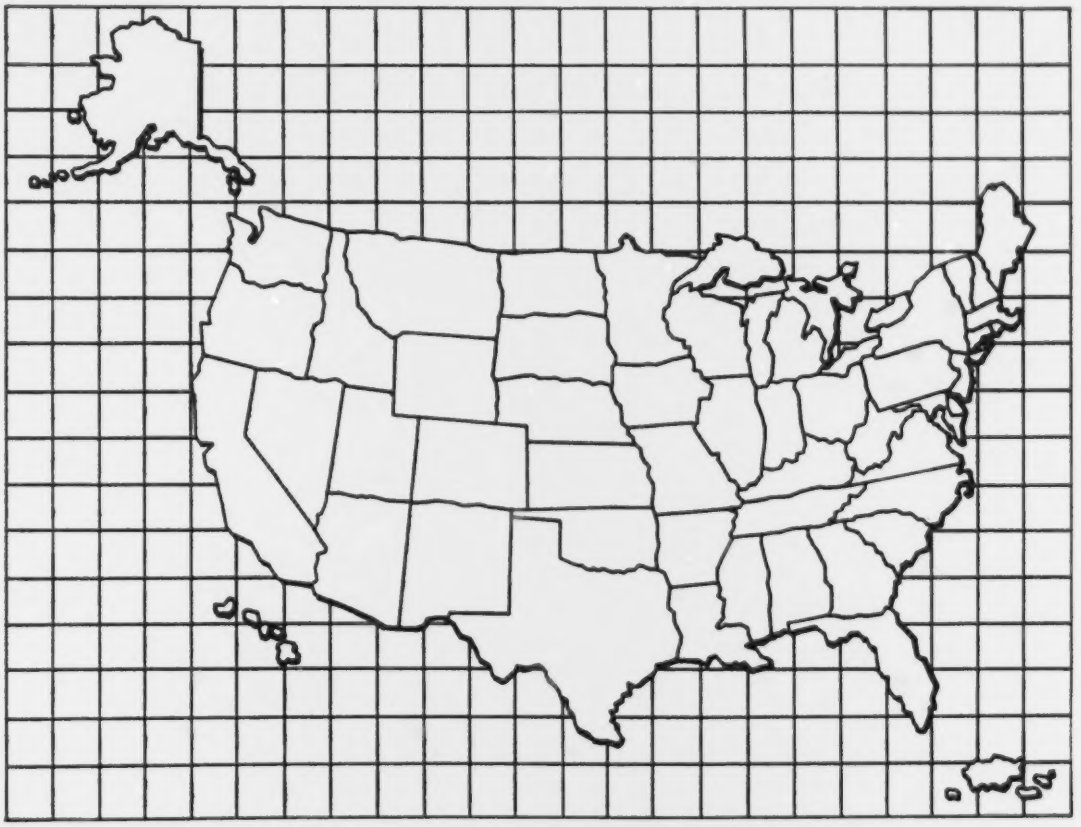

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SELECTED RESOURCES

FOR ENTREPRENEURSHIP

1991

Compiled by
Karen L. Kramer and Carl B. Combs

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INTRODUCTION

Introduction

This product is the result of a priority of The National Entrepreneurship Consortium to find new and important issues in support of entrepreneurial education in the United States. In this 1989-1990 Update of the Clearinghouse, materials were collected from March of 1988 through August of 1990.

The format for cataloging the database information varied to a certain degree based on appropriateness of information for each type of product. Explanations are stated in the front of each content section divider. In all cases, the information is presented in alphabetical order by title.

It is the intent of these editors to state as clearly as possible where these materials can be located. The resource guide in the back of the volume provides addresses and locations. Copies of all articles are on file in the Entrepreneurship Program File at the Center on Education and Training for Employment at The Ohio State University, and can be duplicated for you.

The database of *Selected Resources for Entrepreneurship* materials has the capability of doing special searches according to your needs and interests. The data is organized according to the fields that appear in this format. We would be happy to work with consortium members on your informational requests and tailoring a search to suit your objectives.

For further information contact:

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ARTICLES

Due to the general nature of the articles, the target audience and setting have been omitted.

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TITLE: "A Bird In the Hand . . ."

AUTHOR: Brown, Paul

SOURCE: Inc. (August, 1989).

ABSTRACT: Instead of wooing new customers, you might do better persuading those you have to buy more. This article discusses one company's methods for increasing sales per customer.

TITLE: "A Class Full of Capitalists"

AUTHOR: Mariotti, Steve

SOURCE: Guideposts. (June, 1989).

ABSTRACT: Teaching ghetto kids in the South Bronx how to latch onto the American dream has been Steve Mariotti's mission. A former financial analyst in Flint, Michigan, Steve is now in charge of the South Bronx Entrepreneurial Project. Many success stories have blossomed and word of this success has spread internationally.

TITLE: "A Taste of International Cultures for Business Students"

AUTHOR: Reed, Rosetta R.

SOURCE: Balance Sheet. (March/April, 1989).

ABSTRACT: A classroom unit on cultural differences can give your students some startling insights into the world of transglobal business. Suggests lively topics that can be used to stimulate discussion and start students on the road to acquiring international savvy.

TITLE: "A Way with Words"

AUTHOR: Mixson, Frank

SOURCE: Entrepreneurial Woman. (Summer, 1989).

ABSTRACT: Professionals often neglect the most basic of skills--communication. Once aware of a shortcoming, most people can quickly improve their communication abilities. Topics covered are speaking, writing, employee communications and listening.

TITLE: "A Well-Grounded Plan Can Launch Your Business"

AUTHOR: Woolley, Suzanne

SOURCE: BusinessWeek. (December 4, 1989).

ABSTRACT: The business plan is not only necessary for lenders, but it is also a useful management tool. A typical business plan outline is presented and resource books are listed.

TITLE: "Accounting Critic Robert Kaplan"

AUTHOR: Editors

SOURCE: Inc. (April, 1988).

ABSTRACT: Kaplan asserts that because of the conventions of accounting, most companies don't really know what their products cost or how to go about trimming expenses. This article will make you re-think your accounting system--maybe a real eye opener.

TITLE: "Agenda For Change"

AUTHOR: Port, Otis and Editors

SOURCE: BusinessWeek. (Special 1989 Bonus Issue).

ABSTRACT: Revival of American industry will require a coordinated effort between industry and government. Specific recommendations are listed.

TITLE: "An Ounce of Prevention"

AUTHOR: Marsa, Linda

SOURCE: Venture. (June, 1988).

ABSTRACT: Small businesses need lawyers too. Put your lawyer to work before you're dragged into court. Preventative law is discussed with specific areas to consider.

TITLE: "Attracting Top-Notch Employees For Your Business"

AUTHOR: Cowan, Robert A.

SOURCE: Entrepreneur. (March, 1988).

ABSTRACT: Small companies need not feel handicapped in competing with large firms for top-notch managers. Working for smaller companies offers many advantages to ambitious and innovative achievers. Discusses how to attract managerial talent to small firms.

TITLE: "Audit Anxiety"

AUTHOR: Bahls, Jane Easter

SOURCE: Entrepreneur. (April, 1990).

ABSTRACT: Small business owners can reduce audit anxiety by keeping good records and knowing how the system works. Discusses preparation, strategies, survival skills, and appeals.

TITLE: "Auto Entrepreneur Harvey Lamm"

AUTHOR: Editors

SOURCE: Inc. (June, 1988).

ABSTRACT: He had no product, no experience, and no money. But that didn't stop Harvey Lamm from building one of the most successful car companies in America. This is an insightful article on entrepreneurship.

TITLE: "Back to the Basics"

AUTHOR: Port, Otis and Editors

SOURCE: BusinessWeek. (Special 1989 Bonus Issue).

ABSTRACT: U.S. companies have lost sight of the basics of converting inventions into competitive innovations. Management must focus on long-run steady improvement. Suggests needed changes in management style and organizational structure to accomplish this.

TITLE: "Bringing Your Product to Life. Attaining Shelf Space: The Ultimate Goal"

AUTHOR: Sato, Gayle

SOURCE: Entrepreneur. (July, 1988).

ABSTRACT: How can you, as a new manufacturer, convince retailers to put your product on their shelves? This article walks the reader through this complex process giving lots of examples.

TITLE: "Building a Sales Force"

AUTHOR: Matulis, Scott

SOURCE: Entrepreneur. (September, 1988).

ABSTRACT: Whether you're hiring one salesperson or one hundred, these tips will help you put together a stellar selling team. This article discusses the very basics of choosing a sales force: seven basic types of sales positions, where to look for candidates and how to process applicants.

TITLE: "Bullish On Bank Loans"

AUTHOR: Editors

SOURCE: Entrepreneur. (September, 1989).

ABSTRACT: What bankers really look for from a loan applicant. Discusses how small-business persons should prepare themselves for a visit to their banker.

TITLE: "Bum Checks"

AUTHOR: Owens, Thomas

SOURCE: Independent Business. (July/August, 1990).

ABSTRACT: Bad checks! All business owners get them. Discusses what you can and can't do about it, including law, procedures, and services offered to help.

TITLE: "Business Plan II the Sequel: Writing It"

AUTHOR: Strugatch, Warren

SOURCE: Venture. (June, 1988).

ABSTRACT: If you're looking for a book on writing business plans, this article critiques four such books currently on the market.

TITLE: "Business School"

AUTHOR: Hartman, Curtis

SOURCE: Inc. (September, 1989).

ABSTRACT: Little is done to prepare kids for an economic world that offers none of the old guarantees. Now a few innovative teachers, a very few, are changing that. Discusses an experiential business curriculum for elementary students.

TITLE: "Business Start-Up Guide"

AUTHOR: Lener, Jeffrey

SOURCE: Success. (October, 1988).

ABSTRACT: This guide to launching a business addresses these topics: getting start-up ideas from people in the business, making it without a huge investment, why some people never get funded, writing a successful business plan, the best sources of free advice, management skills, and determining if you have the entrepreneurial temperament.

TITLE: "Bustling Mid-Atlantic Thrives on Entrepreneurism, Hot Consumer Markets"

AUTHOR: Naisbitt, John

SOURCE: Trend Letter. (June 22, 1989).

ABSTRACT: The Washington-Baltimore-Norfolk triangle is an area of unbridled entrepreneurism and economic vitality. In the last five years this region has generated more than 800,000 new jobs, most of them in service and information categories. Delaware, Maryland, Virginia, W.Virginia, and Washington, D.C. by the year 2000 could surpass the economic strength of the Boston-New York-Philadelphia axis.

TITLE: "Buy Now, Pay Later"

AUTHOR: Kyd, Charles

SOURCE: Inc. (August, 1988).

ABSTRACT: Many companies concentrate on only one aspect of purchasing costs--the purchase price. But attention to total costs--before, during, and after a purchase--is key to controlling overhead. Unseen costs are listed. Applicable to all businesses.

TITLE: "Careers Tomorrow: The Outlook for Work in a Changing World"

AUTHOR: Edited by Edward Cornish

SOURCE: World Future Society

ABSTRACT: 31 articles from The Futurist magazine focusing on a single theme--the future. Topics include, "Tomorrow's Work Force," "Artificial Intelligence," "The Robot Revolution," "Working at Home," and "Thinking Like an Innovator."

TITLE: "Cash: Your Lifeblood"

AUTHOR: Stianson, Sarah

SOURCE: Success. (June, 1989).

ABSTRACT: Maybe the most important lesson entrepreneurs have to learn is managing cash. Cash-flow mismanagement is an insidious killer of small businesses. This is a brief discussion of the basics with reference to more information.

TITLE: "Charges and Discharges"

AUTHOR: Manley, Marisa

SOURCE: Inc. (March, 1988).

ABSTRACT: If you want to avoid employee lawsuits, a good starting place is to understand recent court decisions about "wrongful discharge." Steps are given for establishing hiring and firing policies that avoid providing grounds for a lawsuit.

TITLE: "Consultant In a Can"

AUTHOR: Strassman, Paul

SOURCE: Inc. (June, 1989).

ABSTRACT: At last, a software program that can really help with budgeting and planning. Financials, The Entrepreneurs Guide To Sound Financial Decisions is a tutorial based business-plan program that actually shows you how to apply the software. Lists other top planning packages on the market.

TITLE: "Contempt of Court"

AUTHOR: Solomon, Stephen D.

SOURCE: Inc. (October, 1989).

ABSTRACT: Today there are more alternatives to the courtroom then ever before. An in-depth discussion of how small businesses can avoid litigation, cut legal costs, and get on with their business. Includes three cases.

TITLE: "Court A Banker Now, Borrow Money Later"

AUTHOR: Seglin, Jeffrey L.

SOURCE: Venture. (August, 1988).

ABSTRACT: Before you need to borrow, remember rule one: banks don't lend money, bankers do. Develop a relationship with a banker now so that when you need capital in the future, you won't be a stranger. Article discusses what to do and how to do it.

TITLE: "Death, Taxes, and . . . Meetings"

AUTHOR: Posner, Bruce G.

SOURCE: Inc. (October, 1989).

ABSTRACT: Just because meetings are inevitable doesn't mean they have to be boring, painful, and a waste of everyone's time. Fresh ideas on meetings.

TITLE: "Decisions, Decisions"

AUTHOR: Strassman, Paul A.

SOURCE: Inc. (November, 1989).

ABSTRACT: There now exists a new family of computer applications that deliver tools for improving teamwork. If you are looking for techniques to improve shared decisions, this software is worth a look. Discusses uses and one specific package.

TITLE: "Details, Details"

AUTHOR: Mamis, Robert A.

SOURCE: Inc. (March, 1988).

ABSTRACT: "The excellent companies aren't the ones that search for breakthroughs. Rather, they're the ones that do a thousand and one little things right in support of their strategic vision," says Tom Peters. This article shows how one small business proved this true.

TITLE: "Did America's Small Firms Ever Get Off the Launching Pad?"

AUTHOR: Editors

SOURCE: The Economist. (June 30, 1990).

ABSTRACT: The ongoing debate: How important is small business to the U.S. economy? This article suggests that many of the small businessman's virtues are mythical. There are many articles pro and con. Decide for yourself.

TITLE: "Divided We Fall"

AUTHOR: Posner, Bruce

SOURCE: Inc. (July, 1989).

ABSTRACT: What happens when employees in a small business start working at cross-purposes? Techniques are offered for getting everybody on the same wavelength.

TITLE: "Economic Development in the 1990's"

AUTHOR: Ryen, Dag

SOURCE: State Government News. (July, 1989).

ABSTRACT: States will be expected to play a major role in economic development during the Bush administration. State and federal leaders recognize that two significant forces are reshaping the American economy: the emergence of a global economy and the changing relationship between federal and state government. Ramifications for business are discussed.

TITLE: "Employment Lines"

AUTHOR: Manley, Marisa

SOURCE: Inc. (June, 1988).

ABSTRACT: If you're looking for guidelines for getting the information you need from job applicants, without breaking the law, this article is for you.

TITLE: "Entrepreneurial Education: A Realistic Alternative for Women and Minorities"

AUTHOR: Steward, James and Boyd, Daniel.

SOURCE: Business Education Forum. (November, 1989).

ABSTRACT: Businesses created and operated by women and minorities are growing at an all-time high rate. Prior education and experience of the aspiring entrepreneur are directly correlated with success. Discusses the multidimensional aspects of entrepreneurial education.

TITLE: "Environmental Law and Small Business"

AUTHOR: Baha, Walter

SOURCE: Small Business Reports. (November, 1989).

ABSTRACT: Discusses the crackdown on small businesses by the EPA. Potentially valuable information for small business landowners. Also discusses preventative programs.

TITLE: "ESOP's--Dead or Alive"

AUTHOR: Case, John

SOURCE: Inc. (June, 1988).

ABSTRACT: Smaller companies have been figuring out how to use ESOP's to their advantage. Shows what's been done, what works, and what to watch for.

TITLE: "Fact Power"

AUTHOR: Waterman, Bob

SOURCE: Success. (May, 1988).

ABSTRACT: As a business person, facts and numbers are really your friends, as ugly as they sometimes seem. They tell about the world as it really is. Do you really know your costs or your competitor's prices? A short, but useful explanation is given of how to flush-out the pertinent facts at your company.

TITLE: "Family vs. Business"

AUTHOR: Matulis, Scott

SOURCE: Entrepreneur. (January, 1989).

ABSTRACT: The responsibilities of running your own business don't necessarily have to overshadow your family life. Being a successful entrepreneur often results in failing as a spouse and parent. Helpful ideas for striking a balance.

TITLE: "Flying Blind"

AUTHOR: Bodenstab, Charles J.

SOURCE: Inc. (May, 1988).

ABSTRACT: Your monthly operating statements should help you run your company. If they don't, it's time to make some changes. A seasoned professional discusses the basics of obtaining timely, accurate statements.

TITLE: "Franchising's Great Transformations"

AUTHOR: Matusky, Greg and Hayes, John P.

SOURCE: Inc. (April, 1990).

ABSTRACT: Franchising is now more than a marketing method, it is a business strategy. Many successful businesses have turned into franchising companies. The reason is that franchising offers control and consistency. U.S. Government statistics show it to be the safest way for aspiring entrepreneurs to own and operate a business. Less than 3% of franchises fail. Bankers and venture capitalists are giving it new attention. Women are making their mark in franchising. It allows them to "buy" education, training and opportunity.

TITLE: "Getting Paid"

AUTHOR: Fraser, Jill Andresky

SOURCE: Inc. (June, 1990).

ABSTRACT: Sales without collections are worthless. And so are growth strategies, if they aren't supported by the kind of steady, predictable cash-flow that can come only from an effective accounts-receivable strategy. An in-depth discussion of the steps leading to successful bill collection and cash-flow management.

TITLE: "Getting to Know You"

AUTHOR: Bernstein, James E., M.D.

SOURCE: Inc. (November, 1988).

ABSTRACT: Basic good human relations can go a long way in keeping the organizational wheels greased. Before passing over a seemingly trite topic, read how a structured time to share with fellow employees what turns you on and off can eliminate a lot of festering wounds.

TITLE: "Go With Your Gut"

AUTHOR: Waterman, Robert

SOURCE: Success. (June, 1988).

ABSTRACT: Waterman proposes that managers should spend less time on planning and more on developing "business intuition." That's the skill that lets you make fast decisions. Shows how business insight is used.

TITLE: "Going the Extra Mile"

AUTHOR: Huffman, Frances

SOURCE: Entrepreneur. (September, 1989).

ABSTRACT: In the competitive service industry, "ordinary" isn't enough. The savviest business owners keep customers coming back by offering a little something extra. Gives examples of how companies are upping the ante on services provided.

TITLE: "Grow a Product-Based Business"

AUTHOR: Richman, Tom

SOURCE: Inc. (April, 1990).

ABSTRACT: Tips on starting a product-based business from a real pro who advises the big guys. Good information on new product development, managing markets, test marketing, and trademarks.

TITLE: "Growing Your Own"

AUTHOR: Posner, Bruce G.

SOURCE: Inc. (June, 1989).

ABSTRACT: What do you do if you can't hire experienced people to work for your company? Perhaps you can't pay them what they want or they won't budge for other reasons. This article shows how one young company has successfully grown their own employees.

TITLE: "Heartbreak Hill"

AUTHOR: Kahn, Joseph P.

SOURCE: Inc. (April, 1988).

ABSTRACT: There are some business failures that involve more than the loss of a company. They involve homes, reputations, and friendships. This isn't a pleasant story, but all potential business owners need to be aware of the risks involved.

TITLE: "Help, My Business is Going Under"

AUTHOR: Gumpert, David E.

SOURCE: Working Woman. (June, 1988).

ABSTRACT: Five ways to protect your business should disaster strike. Discusses why all businesses need a safety net.

TITLE: "Helping Small Business Compete With the World"

AUTHOR: Moebius, Barbara

SOURCE: Community, Technical, and Junior College Journal. (December/January, 1988-89).

ABSTRACT: Any size business with an exportable product must become a global competitor within the next decade or face the loss of 25% to 30% of potential gross sales. Community, technical, and junior colleges can train employees to support exportable activities. Discusses Waukesha County Technical College's approach.

TITLE: "Holding Your Own"

AUTHOR: Posner, Bruce G.

SOURCE: Inc. (December, 1989).

ABSTRACT: What do you do when your company "outgrows" the managers who have been with you from the start? CompuAdd's Bill Hayden shows how he retained and motivated managers who lost their titles to more experienced new hires.

TITLE: "How Entrepreneurial Couples Work Together"

AUTHOR: Barnett, Frank and Sharon

SOURCE: Working Woman. (April, 1989).

ABSTRACT: Four couples discuss their strategies for working together. The Barnetts have started The National Association of Entrepreneurial Couples which offers networking and educational services. Also offer a quarterly newsletter, Copreneurs, the term they use to describe the lifestyle that incorporates both work and personal worlds.

TITLE: "How to Compete On Price"

AUTHOR: Brown, Paul

SOURCE: Inc. (May, 1990).

ABSTRACT: The accepted marketing wisdom is you can't compete solely on price anymore--but maybe it's wrong. This article shows how one distributor has been successful doing just that. Good ideas for cutting costs.

TITLE: "How to Follow the Leader"

AUTHOR: Coleman, Henry and Vandenberg, John

SOURCE: Inc. (July, 1988).

ABSTRACT: There's nothing wrong with copying your competitor's good ideas, provided you play by the rules. In a nutshell, here's the patent law as it stands at this date.

TITLE: "How to Think Like an Innovator"

AUTHOR: Waitley, Dennis and Tucker, Robert B.

SOURCE: The Futurist. (May/June, 1987).

ABSTRACT: The authors provide guidelines on becoming an innovator. Staying abreast of change, trend watching, information gathering, and looking out ahead are all skills needed for survival in the new era.

TITLE: "How Tykes Can Be Tycoons"

AUTHOR: Thompson, Terri

SOURCE: U.S. News and World Report. (February 19, 1990).

ABSTRACT: 10 year-old Brandon Bozek of Miami has started a weekly flower delivery service. Bloomin Express is doing well with his fathers help behind the wheel of the car. A list of resources for young would-be entrepreneurs is included. Other very young entrepreneurs' businesses are discussed.

TITLE: "In Search of the Perfect Business"

AUTHOR: Hopkins, Michael S.

SOURCE: Inc. (March, 1989).

ABSTRACT: Rick Cardin created O. Deli Corp., a national chain of franchised sandwich shops that sell breakfast and lunches at fast-food prices. This former director of a management consulting firm offers a guide on how to create your own perfect franchise. Four experts comment on Cardin's business strategies.

TITLE: "Inc.'s Guide to 'Smart' Government Money"

AUTHOR: Mangelsdorf, Martha E.

SOURCE: Inc. (August, 1989).

ABSTRACT: In the past 10 years, state and local governments all over the United States have created hundreds of programs to help small growing companies. If you know where to look, you may be able to find low-cost capital, technical assistance, even help in opening up international markets.

TITLE: "Incubators Come of Age"

AUTHOR: Lorenz-Fife, Iris

SOURCE: Entrepreneur. (January, 1989).

ABSTRACT: The management advice and physical services that business incubators provide help tenants grow through the crucial start-up stage until they're ready to face the real world on their own. The newest trend: Privately owned incubators, run by entrepreneurs for profit. Describes how it's being done.

TITLE: "Industry Output and Employment: A Slower Trend for the 90's"

AUTHOR: Personick, Valerie

SOURCE: Monthly Labor Review. (November, 1989).

ABSTRACT: Of the 18 million new jobs expected by 2000, the service-producing sector will dominate. Retail, health services, and business services will flourish. Useful information for entrepreneurs in determining business opportunities.

TITLE: "Information Strategist Paul Strassmann"

AUTHOR: Editors

SOURCE: Inc. (March, 1988).

ABSTRACT: MIS guru Paul Strassmann asserts that American executives spend too much money on computer systems that allow them to do the wrong things faster. This article tells how to first analyze your business information needs before blindly spending on computer power.

TITLE: "International Business Curriculum: The New Impact on Community Colleges"

AUTHOR: Fifield, Mary L. and Sain, David F.

SOURCE: Community, Technical, and Junior College Journal. (December/January, 1988-89).

ABSTRACT: Much of the information in this article has been adapted from a new publication, International Business: Designing Effective Programs for Community Colleges. The article discusses funding, information resources, women outreach projects, partnerships with high schools, trade centers, and curriculum that serves as a catalyst for innovation.

TITLE: "International Education. Where and How Does it Fit In Your College?"

AUTHOR: Ebersole, Bradley J.

SOURCE: Community, Technical, and Junior College Journal. (December/January, 1988-89).

ABSTRACT: Article is based on a study conducted by the author of community colleges involved in international education. Administrators provided responses to questions dealing with financial commitment to the programs, expectations, establishing of policies, and problem areas.

TITLE: "International Education: It's Future is Now"

AUTHOR: King, Maxwell and Fiersh, Seymour H.

SOURCE: Community, Technical, Junior College Journal. (December/January, 1988-89).

ABSTRACT: The question is not if, but to what extent and for what purposes should international education become an integral part of community college instruction and services. Encouragement for community colleges to become involved in international education. Discusses resources for establishing a program.

TITLE: "International Education: On a Shoe String"

AUTHOR: Prast, Leslie L.

SOURCE: Community, Technical, and Junior College Journal. (December/January, 1988-89).

ABSTRACT: Ideas are given on how to expand the global awareness of faculty, staff, students, and communities. How to succeed in various international activities on a low budget. Experiences of Delta College in eastern Michigan are given as examples.

TITLE: "Inventor, Teacher, Economist--and That's Just For Starters"

AUTHOR: Hammonds, Keith

SOURCE: BusinessWeek. (December 18, 1989).

ABSTRACT: Thermo Electron is a combination of fourteen businesses. George Hatsopoulo's innovative company encourages creativity by creating autonomy. Insight into innovative management.

TITLE: "It's War with Wal-Mart"

AUTHOR: Buss, Dale

SOURCE: Independent Business. (July/August, 1990).

ABSTRACT: Wal-Mart moving into town? Don't give up without a fight. Independent business owners are meeting and beating the retail giants. See how others are doing it. Includes 16 "Wal-Mart" busting tactics.

TITLE: "Keeping in Touch"

AUTHOR: Solomon, Stephen D.

SOURCE: Inc. (February, 1990).

ABSTRACT: Managing your workers compensation claims can drastically reduce their cost. A 125-employee firm cut their expense $50,000 in two years. Lists seven ways to control these costs.

TITLE: "King Customer"

AUTHOR: Editor

SOURCE: BusinessWeek. (March 12, 1990).

ABSTRACT: At companies that listen hard and respond fast, bottom lines thrive. Creative changes in service can make the difference. Excellent advice for small companies.

TITLE: "Know Your Rights"

AUTHOR: Bahls, Jane Easter

SOURCE: Entrepreneur. (October, 1989).

ABSTRACT: Small business owners do have banking power. Do you know your rights as a small business borrower? Article discusses borrower rights and borrower control.

TITLE: "Learning the Ropes"

AUTHOR: DeYoung, H. Garrett

SOURCE: Inc. (August, 1988).

ABSTRACT: What should you be thinking about as you enter the export market? This article walks the reader through one company's efforts and tells where to find help in exporting.

TITLE: "Legal-Ease"

AUTHOR: Bahls, Jane Easter

SOURCE: Entrepreneur. (March, 1990).

ABSTRACT: This is an entrepreneur's crash course in business law. A good coverage of the basics of structuring your business, advertising, price fixing, employment law, trademarks and copyrights, and credit problems.

TITLE: "Letting Go"

AUTHOR: Marini, Richard A.

SOURCE: Success. (June, 1988).

ABSTRACT: You probably realize delegating is crucial to successful management. But maybe you're not sure how to do it effectively, so you resist. This is an insightful article that discusses what delegating can do for people and organizations and how to do it.

TITLE: "Live Fast, Die Young"

AUTHOR: Birch, David L.

SOURCE: Inc. (August, 1988).

ABSTRACT: We've mythologized the typical start-up as one bravura roll of the dice. But real-life entrepreneurship is a long, hard pull. Common wisdom says three-quarters of all start-ups fail. Birch says, in truth, roughly that percentage survive. But it takes patience. Discusses the realities of entrepreneurship.

TITLE: "Manage Your Sales Force"

AUTHOR: Mamis, Robert A.

SOURCE: Inc. (January, 1990).

ABSTRACT: Paychex, a payroll-processing company that has achieved 20% to 30% growth for nine years straight, attributes its growth to its salesforce. The focus is on discipline and control. Paychex's specific formula is discussed.

TITLE: "Management by Necessity"

AUTHOR: Editors

SOURCE: Inc. (March, 1989).

ABSTRACT: In this in-depth interview, Philippe Kahn describes the development and growth of Borland International, Inc., one of the largest microcomputer software companies in the country. Shortly after he arrived in the United States in 1983, the French math teacher incorporated Borland with no venture capital.

TITLE: "Manual For the New Management"

AUTHOR: Case, John

SOURCE: Inc. (April, 1988).

ABSTRACT: In 1954 Peter Drucker wrote The Practice of Management. The principles laid-down by Drucker 37 years ago are seen in use at today's best run companies. A must for all managers of people.

TITLE: "Megatrends Author Foresees the Millennium"

AUTHOR: Adkins, Gary

SOURCE: Educational Leadership. (September, 1989).

ABSTRACT: John Naisbitt, author of Megatrends, recently completed a book titled, Millennium Trends: The Megatrends For the 1990's. This article lists Naisbitt's predictions of the 10 most important trends that will characterize the coming decade.

TITLE: "Money Wise"

AUTHOR: Perkins, Dan

SOURCE: Entrepreneur. (April, 1990).

ABSTRACT: A pension plan can help the small business owner control taxes and build for the future. The article covers basics, employee contributions and supplemental plans.

TITLE: "Mother of Invention"

AUTHOR: Mamis, Robert A.

SOURCE: Inc. (October, 1989).

ABSTRACT: On the way to building her state-of-the-art business incubator, June Lavelle has learned what it takes to keep a company alive and healthy. Shows how she did it in inner-city Chicago.

TITLE: "New Niches For the '90's"

AUTHOR: Roman, Mark B.

SOURCE: Success. (April, 1989).

ABSTRACT: This article provides a short discussion of future trends in the following areas: food, childcare, housing, leisure, education, healthcare, recycling, information and marketing. Opportunities will flourish for entrepreneurs.

TITLE: "No More Trivial Pursuits"

AUTHOR: Kyd, Charles

SOURCE: Inc. (January, 1989).

ABSTRACT: If irrelevant data is consuming too much of your typical day, it may be time to change your reporting systems. A simple technique called Pareto's Law or the 80-20 Rule can work for businesses of all sizes.

TITLE: "Nurturing Those Ideas"

AUTHOR: Editors

SOURCE: BusinessWeek. (Special 1989 Bonus Issue).

ABSTRACT: U.S. companies are learning to harness brainstorms from the rank and file. A discussion of how they are doing it.

TITLE: "One Owner's Safety Net"

AUTHOR: Enoptrom, Therese

SOURCE: Working Woman. (June, 1988).

ABSTRACT: How a clever personnel policy kept Joyce McLaughlin's heart attack from shortening her companies life. McLaughlin had learned not to worry about things she cannot control.

TITLE: "Our Real Competitive Edge"

AUTHOR: Kotkin, Joel

SOURCE: Inc. (September, 1989).

ABSTRACT: Some people say entrepreneurship is "crippling" the United States in international markets. Oh yeah? Cites importance of small business in memory chip market as an example.

TITLE: "Over There: When Your Sales Are Blocked at Home, Foreign Markets May Be the Answer"

AUTHOR: Brown, Paul B.

SOURCE: Inc. (April, 1990).

ABSTRACT: Blue Stay's president Richard Becter is bypassing all the problems that an aggressive U.S. expansion would cause by going overseas.

TITLE: "Owning Up"

AUTHOR: Posner, Bruce G.

SOURCE: Inc. (January, 1989).

ABSTRACT: Yes, you can make your employees "owners" without giving up a single share of stock. This article tosses out real life examples of how other small businesses give employees a "piece of the action" without handing out equity.

TITLE: "Plan B"

AUTHOR: Brown, Paul

SOURCE: Inc. (November, 1988).

ABSTRACT: What are the three things that matter most when you're selling into a tough market? Position, position, position! See how one manufacturer used common sense to successfully reposition its product.

TITLE: "Plans to Grow By"

AUTHOR: Fraser, Jill Andresky

SOURCE: Inc. (January, 1990).

ABSTRACT: Business planning doesn't have to mean pie charts, equations, and reams of paper. It does mean asking the right questions. This article tells how one small business plans for growth.

TITLE: "Portrait of the CEO as Salesman"

AUTHOR: Koch, James

SOURCE: Inc. (March, 1988).

ABSTRACT: The author, founder of Boston Beer Co., discovered that genuine product quality will inevitably win out over all the marketing expertise in the world. He shows how spending time "in the field" will help you get your priorities straight.

TITLE: "Professionals Need More Than Just a Degree"

AUTHOR: Kotite, Erika

SOURCE: Entrepreneur. (August, 1988).

ABSTRACT: Doctors, lawyers, accountants, dentists--professionals can no longer ignore the changing economy and marketplace. They can no longer afford to run their businesses in an ivory tower, but must hustle just like any other entrepreneur. Discusses how some professionals are doing it.

TITLE: "Projections of Occupational Employment, 1988-2000"

AUTHOR: Lilvestri, G. and Lukasitewicz, John

SOURCE: Monthly Labor Review. (November, 1989).

ABSTRACT: A discussion of projected shifts in the occupational structure. Includes analysis of impact of trends in industry, technology, etc. Discusses implications for education and training needs for workers in minority groups.

TITLE: "Put It in Print"

AUTHOR: Meinhardt, Shelly

SOURCE: Entrepreneur. (January, 1989).

ABSTRACT: By following 10 simple steps, you can create a sophisticated print advertising campaign that will pull in customers, and profits, without breaking your small business's budget. Hints from a V.P. at J. Walter Thompson Ad Agency.

TITLE: "Risky Business"

AUTHOR: Bahls, Jane Easter

SOURCE: Entrepreneur. (September, 1989).

ABSTRACT: Insurance can be the most vital tool in your business survival kit. This is an in-depth article on assessing your business insurance needs.

TITLE: "Risky Business"

AUTHOR: Weinstein, Bob

SOURCE: Entrepreneurial Woman. (May/June, 1990).

ABSTRACT: Do you dare take that first step to business ownership? Unless you overcome the fear of taking risks, you may never reach your goal. Helpful hints for women embracing risk.

TITLE: "Role Changes"

AUTHOR: Posner, Bruce G.

SOURCE: Inc. (February, 1990).

ABSTRACT: One small business (110 employees) has cut annual turnover from 25% to 7% by helping employees switch to different jobs within the company once they become proficient at and bored with their current position. Interesting idea.

TITLE: "Should You Be Competing in the Global Marketplace?"

AUTHOR: Casey, Robert W.

SOURCE: Working Woman. (October, 1988).

ABSTRACT: Discusses small businesses exporting their products and services. Examines three small businesses that are successful exporters and lists "expert" tips on becoming an exporter.

TITLE: "Soft-Sell Marketing"

AUTHOR: Ensman, Richard G.

SOURCE: Entrepreneur. (March, 1988).

ABSTRACT: A newsletter can help keep your customers coming back. Provides a detailed list of considerations for starting your own newsletter.

TITLE: "Sources of Innovation"

AUTHOR: Case, John

SOURCE: Inc. (June, 1989).

ABSTRACT: For decades economists have squabbled about where most innovations originate; large-scale r&d labs or the small business "garage" inventor? The evidence shows that innovations are highly dependent upon interactions between the two. This makes a case for the importance of both.

TITLE: "State Your Business"

AUTHOR: Maturi, Richard J.

SOURCE: Entrepreneur. (June, 1990).

ABSTRACT: State governments pay small businesses millions of dollars for their products and services. This article discusses cutting through the red-tape, learning the ropes, and how to make the best bid.

TITLE: "Staying Afloat"

AUTHOR: Maturi, Richard J.

SOURCE: Entrepreneur. (January, 1989).

ABSTRACT: Cash flow, little understood by many small business people, is believed by many experts to be the key to business survival in the early going. A discussion of basics and a listing of further resources for more information.

TITLE: "Strategy"

AUTHOR: Editors

SOURCE: Success. (June, 1989).

ABSTRACT: Harvard Business School's Michael Porter explains why business strategy isn't just for the big guys. Porter discusses the essence of competitive advantage and what developing a strategy can do for your company.

TITLE: "Surprise! Surprise!"

AUTHOR: Bodenstab, Charles J.

SOURCE: Inc. (September, 1988).

ABSTRACT: Inventory management is crucial to many business's success. If you're a new start-up, pay close attention to managing this asset. This article discusses a $12,000,000 distributor's hard lessons. Good information on inventory management.

TITLE: "Surviving On Chaos"

AUTHOR: Hyatt, Joshua

SOURCE: Inc. (May, 1990).

ABSTRACT: Weaver Popcorn Co. is not just talking about quality, but betting its future on figuring out how to do it. And it's difficult. This article reveals how the process looks and feels from inside. Shows the commitment needed to make quality a competitive weapon.

TITLE: "Taking Stock"

AUTHOR: Fraser, Jill Andresky

SOURCE: Inc. (November, 1989).

ABSTRACT: FIFO, LIFO--does it matter? You bet it does, especially in inflationary times. Choice of methods of accounting for inventory costs can significantly effect reported profits, tax payments and cash flow. Article describes, gives pros and cons, and offers questions that help you decide what's best for you.

TITLE: "Taming the Labor Shortage"

AUTHOR: Posner, Bruce G.

SOURCE: Inc. (November, 1989).

ABSTRACT: One company has found a way to attract and retain low-skill employees in a tight market. Flexibility, employee recognition, creative perks, policy input, and outplacement help all contribute to the success. Article discusses these five points.

TITLE: "Teen Tycoons"

AUTHOR: Huffman, Frances

SOURCE: Entrepreneur. (October, 1989).

ABSTRACT: What's Junior Achievement (JA)? JA is an after-school elective class offered by many high schools that teaches teenagers how to start and manage their own businesses. JA is a success story that millions of American students have participated in. Tells how to get involved.

TITLE: "The Creative Force"

AUTHOR: Boyett, Joseph H.

SOURCE: Entrepreneur. (July, 1989).

ABSTRACT: Tap the creative power of your employees and come out a winner. Managing and motivating your staff to channel their creativity can build a better business. The article shows how to identify two creative types of employees and how to help them use their abilities.

TITLE: "The Disciples of David Birch"

AUTHOR: Case, John

SOURCE: Inc. (January, 1989).

ABSTRACT: The role of small business in the U.S. economy is subject to debate. No doubt it's extremely important, but what percentage of new jobs are really created by small businesses? This article offers insight into the role of small business.

TITLE: "The Entrepreneurial Spirit"

AUTHOR: Rowland, Mary

SOURCE: Working Woman. (November, 1988).

ABSTRACT: Judi Sheppard Missett, founder, CEO, and president of Jazzercise Inc. received Working Woman's Harriet Alger Award in 1988. The article discusses Missett's path to becoming "Entrepreneurial Woman of the Year." Good role model.

TITLE: "The Franchise Option"

AUTHOR: Kelley, Bill

SOURCE: Sales and Marketing Management. (January, 1990).

ABSTRACT: Franchising has become an increasingly popular career option. Why? Because franchising is a particularly good match for marketers calling on skills they have spent years developing in the corporate world. Examples of former corporate people who have opened their own businesses.

TITLE: "The Intrapreneurial Spirit"

AUTHOR: Kuratko, Donald and Montagno, Ray V.

SOURCE: Training and Development Journal. (October, 1989).

ABSTRACT: Examines an intrapreneurship training program that works. Intrapreneurship is seen as a solution to a range of corporate woes. Points out that new management practices must take hold before the would-be innovators can be effective. Discusses inhibitors and facilitators.

TITLE: "The Joy of Leasing"

AUTHOR: Posner, Bruce G.

SOURCE: Inc. (May, 1990).

ABSTRACT: Although it's been around for several years, employee leasing is still relatively unknown. The technique can save small-company owners time and money. Gives one company's experience and lists further resources.

TITLE: "The Language of Business"

AUTHOR: Richman, Tom

SOURCE: Inc. (February, 1990).

ABSTRACT: Forget budgets, quotas, and expense accounts. Larry Stifler has figured out which numbers really matter. This entrepreneur says that conventional accounting techniques don't measure what matters. But, find the right numbers, the ones that express the relationships that make your company work, and numbers will be your best management tool. Explains his system.

TITLE: "The New American Dream"

AUTHOR: Fraser, Jill

SOURCE: Inc. (April, 1990).

ABSTRACT: This couple presides over what has become a major player in the home furnishings business. Motif Designs, based in New Rochelle, N.Y., has grown from a tiny shop to a $10 million designer and manufacturer of upscale wallpaper and home fabrics. An excellent example of how a couple can start a small business and grow. Wonderfully creative ideas.

TITLE: "The New American Start-Up"

AUTHOR: Richman, Tom

SOURCE: Inc. (September, 1990).

ABSTRACT: Large-company refugees are creating a new model of entrepreneurship. If you fall into this category, see how a peer is starting her own business. If you don't belong to this group, see how disciplined planning and analysis can help.

TITLE: "The Odyssey of an 'Excellent' Man"

AUTHOR: Hyatt, Joshua

SOURCE: Inc. (February, 1989).

ABSTRACT: All Keith Dunn wanted was to prove you didn't have to mistreat employees to be successful. Reveals how one small-businessperson discovered the difference between a management concept as it appears in a book and the way it really works. Discusses management for total employee involvement.

TITLE: "The Origins of Entrepreneurship"

AUTHOR: Case, John

SOURCE: Inc. (June, 1989).

ABSTRACT: Where do America's fastest growing private companies and their founders come from? Not where you think. This survey shows that the creators of the Inc. 500 companies are down-to-earth, practical-minded people for whom, more often than not, building a business was simply the next logical step in a career. The inescapable conclusion is that entrepreneurs are made, not born.

TITLE: "The Practical Genius of Penny Candy"

AUTHOR: Wilkinson, Stephan

SOURCE: Working Woman. (April, 1989).

ABSTRACT: Ellen Gordon has changed a quiet family business into a $160 million financial powerhouse. Her strategy: controlling costs, growth by acquisition, and smart automation of candy factories. Shows how creative thinking can bring big results.

TITLE: "The Relationships Among Family Domain Variables and Work-Family Conflicts for Men and Women"

AUTHOR: Loerch, Kay; Russell, Joyce; and Rush, Michael

SOURCE: Journal of Vocational Behavior. (1989).

ABSTRACT: The study examines the relationships among family domain variables and three sources of work-family conflict for 156 working men and women. Useful to entrepreneurs in helping deal with work-family conflicts.

TITLE: "The World of Busines$ Kids and America's Future"

AUTHOR: Editors

SOURCE: Lemonade Kids Inc. (1-800-852-4544)

ABSTRACT: A newspaper devoted to kids who have started businesses. Articles about trials and errors, successes and failures. Loaded with tips. Large and graphically pleasing resource.

TITLE: "Timing is Everything"

AUTHOR: Forbes, Christine

SOURCE: Entrepreneurial Woman. (Summer, 1989).

ABSTRACT: Time management is basic to successfully managing yourself and your business. With effort and self-discipline, you can take these suggestions and master the time traps.

TITLE: "Tourism Trade Heats Up in Bellwether States"

AUTHOR: Naisbitt, John

SOURCE: Trend Letter. (June 22, 1989).

ABSTRACT: Florida will once again be the top U.S. tourist destination this year and will probably remain number one through the 1990's. California will remain number two.

TITLE: "Toward the 21st Century"

AUTHOR: Gayle, Margaret

SOURCE: Adult Learning. (January, 1990).

ABSTRACT: Predictions are made that small business (less than 100 employees) will be the major source of jobs by the year 2000. Many of these businesses will be manufacturers competing on innovation, creativity, high quality, and productivity. Life-long learning, of which entrepreneurship is a part, will be critical.

TITLE: "Trade Bill Opportunities for Community Colleges"

AUTHOR: Hirsch, Richard and Waterman, Diana

SOURCE: Community, Technical, and Junior College Journal. (December/January, 1988-89).

ABSTRACT: Discusses importance of international trade to U.S. economy. The Omnibus Trade and Competitiveness Act of 1988 contains numerous program authorizations that will provide sources of funds for community, technical, and junior colleges. Financial resources available are listed.

TITLE: "Trading Places"

AUTHOR: Brown, Paul B.

SOURCE: Inc. (July, 1989).

ABSTRACT: Is your business just too small to advertise? SecondWind, an athletic shoe-care products company shows how it's possible to get others (in this case Converse, Pony etc.) to do your marketing for you.

TITLE: "Use Technology to Manage People"

AUTHOR: Solomon, Stephen D.

SOURCE: Inc. (May, 1990).

ABSTRACT: Randy Fields, chairman, Mrs. Fields Inc., tells you how to keep in close touch with your employees via computer technology. Specifics covered are time and task management, how to manage people in remote locations, information exchange, and employee training.

TITLE: "Vocationally Trained Grads Start More Businesses"

AUTHOR: Herold, June R.

SOURCE: Business First, of Greater Columbus, Ohio. (January 2, 1989).

ABSTRACT: This newspaper article discusses the findings of a survey conducted by The National Center for Research in Vocational Education. Lists results of 9000 responses to a survey concerning vocational education issues.

TITLE: "Where the Next Fortunes Will Be Made"

AUTHOR: Fromson, Brett D.

SOURCE: Fortune. (December, 1988).

ABSTRACT: Discusses three entrepreneurs who have rocketed ahead in the space business by spotting major trends and climbing aboard at the right moment. Points out the importance of spotting trends and opportunities.

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TITLE: "Where to Begin"

AUTHOR: Jacknis, I. Martin

SOURCE: Inc. (January, 1988).

ABSTRACT: In selling to big corporations, knowing where to make the first presentation can make all the difference. The author explains how to analyze a company to determine at what level you should begin your sales efforts.

TITLE: "Who Was that Masked Shopper?"

AUTHOR: Brown, Paul

SOURCE: Inc. (October, 1989).

ABSTRACT: Mystery shoppers can help you see how your customers are really treated. Tells how a restaurant chain employed this idea to make sure it was getting the details right.

TITLE: "Who's in Charge Here?"

AUTHOR: Richman, Tom

SOURCE: Inc. (June, 1989).

ABSTRACT: You know the syndrome: founder hires manager to be CEO and either doesn't give him any real authority or turns over the keys to the company, only to resent the guy. This story tells of how an entrepreneur and a professional manager work together. It reveals much about what it takes to make one of the thorniest business relationships work to everyone's advantage.

TITLE: "Why Cowboy Management is Bad for American Business"

AUTHOR: Kanter, Rosabeth Moss

SOURCE: Working Woman. (April, 1989).

ABSTRACT: An excerpt from the author's upcoming book, When Giants Learn To Dance. American businesses in their attempt to become more entrepreneurial, lean and mean, have adopted a cowboy-management style. This pits groups of employees against one another and leaves companies battle-weary for the more critical fight in the larger marketplace. Dispels the American management myth that competition is a spur to performance.

TITLE: "Why Smart Managers Make Bad Decisions"

AUTHOR: Tanouye, Elyse

SOURCE: Working Woman. (August, 1989).

ABSTRACT: Not every choice you make can be the right one. But you don't want to slip up when it's avoidable. Three common pitfall's are presented--entrapment, heuristics and groupthink--and how to avoid them.

TITLE: "Why Work"

AUTHOR: Case, John

SOURCE: Inc. (June, 1988).

ABSTRACT: Forget the carrot and the stick. In today's economy, motivation has to come from within. This article reviews a book analyzing how to motivate employees.

TITLE: "Winning Traits"

AUTHOR: Timmons, Jeffrey A.

SOURCE: Success. (April, 1989).

ABSTRACT: What makes an entrepreneur successful? New studies reveal that attitude and outlook are the keys to success. Summarizes Timmons' writing on this issue.

TITLE: "Women as Leaders: Moving Beyond the Stage of Powerlessness"

AUTHOR: Curcio, Joan; Morsink, C.; and Bridges, Sheila

SOURCE: Educational Horizons. (Summer, 1989).

ABSTRACT: Reviews the historical roots of stereotyped powerless women. Current inequalities and steps by which women can move beyond powerlessness to leadership are discussed. Looks at the effects of the lack of mentoring for female employees.

BOOKS AND REPORTS

Due to the general informational nature of reports, the target audience and setting have sometimes been omitted.

BEST COPY AVAILABLE

TITLE: "A Portfolio of Community College Initiatives in Rural Economic Development"

AUTHOR: Thomas, Margaret, Project Leader

SOURCE: Midwest Research Institute (MRI). (1989).

ABSTRACT: A report prepared for the U.S. Department of Commerce, Economic Development Administration, Technical Assistance and Research Division. It is intended for use by community and technical college administrators at state and local levels and by local community leaders and economic development organizations. Provides in-depth study of successful programs community and technical colleges are using to create jobs and develop new enterprises in their rural service areas.

TARGET AUDIENCE: Administrators
Government

SETTING: Post-secondary and up.

TITLE: "A Report on the Minority Business Enterprise Project 1983-1989"

AUTHOR:

SOURCE: American Association of Community and Junior Colleges and the Minority Business Development Agency, U.S. Department of Commerce.

ABSTRACT: A comprehensive six-year report on the minority business enterprise project. A far-reaching initiative that accomplishes its purposes by establishing substantive long-term partnerships between education, government, and industry, with leadership from America's two-year colleges. A valuable resource to other colleges as both a stimulus and a guide for enhancing minority participation in the economic life of this country.

TARGET AUDIENCE: Educators (All)
Administrators

SETTING: Secondary and up.

TITLE: "Alternative to Price Competition"

AUTHOR: Parker, Roger C.

SOURCE: Upstart Publishing Co. (1989).

ABSTRACT: All small business people recognize the problem of dealing with price competition--how do you deal with a competitor who is determined to undercut your prices? The author shows how to use product and market strategies to deal with aggressive price competition while protecting your margins.

TARGET AUDIENCE: Business Owners

SETTING: All

TITLE: "Be the Boss"

AUTHOR: Wilson, Sandi

SOURCE: Avon Books. (1985).

ABSTRACT: Start and run your own service business. The author gives you a personal look at the ups and downs, the big deals and bad deals, and the fantastic rewards of being your own boss. She gives 145 proven tips.

TARGET AUDIENCE: Entrepreneurs
Teachers
Students

SETTING: Secondary and up.

TITLE: "Capitalism for Kids: Growing Up to Be Your Own Boss"

AUTHOR: Hess, Karl

SOURCE: Laissez Faire Books. (1990).

ABSTRACT: In this highly acclaimed book, the author gets kids to think about: Being self-reliant or dependent, discusses how they might spend their vocational lives, is the life of an entrepreneur for them, and asks what type of society they'd wish to live in, free choice or accepting other's decisions for them. Excellent primer on the basics of capitalism.

TARGET AUDIENCE: Students
Teachers

SETTING: Elementary School

TITLE: "Clues to Rural Community Survival"

AUTHOR:

SOURCE: Heartland Center for Leadership Development. (1988).

ABSTRACT: A research report identifying "20 clues to rural community survival." Based on a series of case studies of healthy rural communities in Nebraska. Contains clues and their explanations, background on the project, and profiles of the communities studied.

TARGET AUDIENCE: Administrators
Educators
Policymakers

SETTING:

TITLE: "Daddy Big Bucks"

AUTHOR: Waite, Robert M.

SOURCE: Benin Publishing Co. (1988).

ABSTRACT: A novel about a black entrepreneur which highlights minority business. Big Bucks speaks to minority youths, showing how a lowly start can ultimately lead to success. Instructional and entertaining. Instructor's manual available.

TARGET AUDIENCE: Educators (All)
Administrators
Students
Entrepreneurs

SETTING: Secondary through Four Year College.

TITLE: "DECA Guide: The Magic of Success"

AUTHOR: Distributive Education Clubs of America

SOURCE: Distributive Education Clubs of America. (1989-90).

ABSTRACT: Lists DECA's publications, competitive event guidelines, and related services. Discusses Free Enterprise Projects and the Entrepreneurship Participating Event in detail.

TARGET AUDIENCE: Teachers

SETTING: Secondary through Community College.

TITLE: "Dee Crawford is One of Three Black McDonalds Owners in South Carolina"

AUTHOR: Editors

SOURCE: Institute For Community Education and Training. (1988).

ABSTRACT: Dee Crawford enjoys being a role model through her ownership of the McDonalds franchise on Highway 21-170. Her advice to aspiring business owners is to have a commitment to their business, know your customers, provide a good work place for your employees and be sensitive to their needs, and develop good relationships with your business partners.

TARGET AUDIENCE: General Population
Students
Educators(All)

SETTING: Junior/Middle School
Secondary
Secondary Vocational
Post-Secondary
Post-Secondary Tech.
Community College
Four Year College

TITLE: "Entrepreneurial Science: New Links Between Corporations, Universities, and Government"

AUTHOR: Johnston, Robert and Edwards, Christopher

SOURCE: World Future Society. (1989).

ABSTRACT: A study of trends in the high-technology based economy. Argues that the entrepreneurial firm is better equipped to develop the early stages of technology than is the large company. Both individuals and corporations must adopt an entrepreneurial way of thinking if they are to succeed over the next decade.

TARGET AUDIENCE: General Population

SETTING:

TITLE: Entrepreneurship Education

AUTHOR: Kent, Calvin A.

SOURCE: Quorum Books. (1990).

ABSTRACT: The past decade has witnessed an explosion in the number of entrepreneurship education programs in the U.S. In this comprehensive volume, fifteen contributors survey and report on the latest developments in entrepreneurship education at the elementary, secondary, and university levels. The contributors explore what works and what doesn't, suggest ways to improve current programs, and propose solutions for areas not adequately covered.

TARGET AUDIENCE: Educators (All).

SETTING: Elementary and up.

TITLE: "Entrepreneurship: Estate and Retirement Planning"

AUTHOR: Link, Robert

SOURCE: Instructional Materials Laboratory, The Ohio State University. (1983).

ABSTRACT: This two volume manual illustrates estate planning for small business owners. Volume I provides basic knowledge and the need for a well-coordinated estate plan. Volume II covers the use of transfer instruments and techniques, and retirement planning. Teaching strategies and materials are listed for each objective. Materials (masters for handouts, transparencies, and illustrations) and a bibliography are included.

TARGET AUDIENCE: Business Owners
Entrepreneurs

SETTING: Secondary through Four Year College.

TITLE: "Entrepreneurship Models"

AUTHOR: "Finger Lakes Regional Education Center for Economic Development"

SOURCE: New York State Education Department. (1988).

ABSTRACT: This report presents a model program addressing the issues and training needs of women, minorities, the disabled, and youth entrepreneurs. Model suggests effective ways to use local educational institutions.

TARGET AUDIENCE: Educators
Administrators
Policy Makers

SETTING:

TITLE: "Entrepreneurship Public Policy: Can Government Stimulate Business Start-Ups?"

AUTHOR: Mokry, Benjamin

SOURCE: Quorum Books, Greenwood Press, Inc. (1988).

ABSTRACT: Government needs to understand the business startup decision before it can design effective policies to stimulate new businesses. The author challenges governing bodies to critically examine current assumptions about small business startups and economic development. Does not offer a "new" development policy, but encourages local government to establish policy in light of local needs and circumstances.

TARGET AUDIENCE: Educators (All)
Administrators
Policy Makers

SETTING: Post-Secondary through Four Year College.

TITLE: "Entrepreneurship: Starting, Developing, and Managing a New Enterprise"

AUTHOR: Hisrich, R. and Peters, M.

SOURCE: Richard D. Irwin, Inc. (1989).

ABSTRACT: Organized into five sections, topics covered are: Role of entrepreneurship, Planning the business, New venture financing, Managing the firm, and Special issues. Includes profiles of entrepreneurs and cases.

TARGET AUDIENCE: Educators (All)
Teachers
Students

SETTING: Post-secondary through Community College.

TITLE: "Free Help from Uncle Sam to Start Your Own Business (or Expand the One You Have)"

AUTHOR: Alarid, W. and Gustav, B.

SOURCE: Puma Publishing. (1989).

ABSTRACT: An excellent reference book containing over 100 government programs for small businesses, plus dozens of examples of how people have taken advantage of their help.

TARGET AUDIENCE: Business Owners
Entrepreneurs

SETTING: All

TITLE: "Growing a Business"

AUTHOR: Hawken, Paul

SOURCE: Fireside. (1988).

ABSTRACT: In this companion volume to the 17-part PBS series, Hawken, founder of Smith and Hawken, the premier mail-order garden tool company, shows that the successful business is an expression of an individual person. While business concepts are discussed, this is not a how-to business book, but a philosophy of business book.

TARGET AUDIENCE: Entrepreneurs

SETTING: All

TITLE: "Help for Your Growing Home-Based Business"

AUTHOR: Brabec, Barbara

SOURCE: Barbara Brabec Productions. Naperville, IL. (1989).

ABSTRACT: Discusses home business trends and realities, working smarter, moneytalk, avoiding legal pitfalls, marketing, publicity, innovation, and resources. Good reference for home-based entrepreneur.

TARGET AUDIENCE: Business Owners
Students
Entrepreneurs

SETTING: Secondary to Four Year College.

TITLE: "Her Own Business: Success Secrets of Entrepreneurial Women"

AUTHOR: Wilkens, Joanne

SOURCE: McGraw-Hill Book Co. (1987).

ABSTRACT: The author researched 70 women business owners in hopes of discovering who they were, what their lives were like, why they chose to start their own businesses, and what makes them successful. Book is divided into five parts: Choosing a business and strengths of women entrepreneurs; Conditions that will foster autonomy in women; Self-analysis; Profit making; and The personal life of an entrepreneur.

TARGET AUDIENCE: General Population
Educators (All)
Administrators
Students
Entrepreneurs

SETTING: Secondary through Four Year College

TITLE: "How to Run Your Own Home Business"

AUTHOR: Kern, C. and Wolfgram, T.

SOURCE: VGM Career Books, Lincolnwood, IL. (1990).

ABSTRACT: Everything you need to know to join the nearly 20 million Americans now operating successful businesses from their homes--as told by two prominent home business experts. Helps you decide if you are suited to working at home, choose a product or service, set up an efficient working environment, etc.

TARGET AUDIENCE: Entrepreneurs

SETTING:

TITLE: "How to Work the Competition into the Ground and Have Fun Doing It"

AUTHOR: Molloy, John

SOURCE: Warner Communications Company. (1987).

ABSTRACT: The author of Dress For Success, has studied thousands of workers to determine what habits distinguish great workers from poor workers. He concludes: Anybody can become an effective and productive worker, learning to work effectively makes work fun, effective work leads to success, and the personal productivity training course he outlines in the book yields good results.

TARGET AUDIENCE: All interested in human performance.

SETTING: Secondary to Four Year College.

TITLE: "Keys to the Future of Small Business" (Proceedings from the Sixth Creativity, Innovation, and Entrepreneurship Conference).

AUTHOR: Edited by: Solomon, G.; Weaver, K.; and Fernald, L.

SOURCE: U.S. Small Business Administration. (1989).

ABSTRACT: A collection of presentations which are organized and listed under four topics: Entrepreneurship, Informational tools, Creativity, and Innovation.

TARGET AUDIENCE: Educators (All)

SETTING: All

TITLE: "Management Assessment Guide"

AUTHOR: Oake, A.; Brothers, J.; and Nader, J.

SOURCE: Michigan Business Development Center Network. (1989).

ABSTRACT: This management assessment is intended to serve as a guide for business counselors in their long term work with client businesses. It can be used by counselors who are conducting a detailed analysis of: A startup business, an existing business, and a specific business problem. Serves as a checklist and summary for data gathering.

TARGET AUDIENCE: Students
Teachers
Business Owners

SETTING: Secondary and up.

TITLE: "Managing the One-Person Business"

AUTHOR: Parson, Mary J.

SOURCE: Dodd, Mead and Co., Inc. (1987).

ABSTRACT: This is a resource for those intrepid entrepreneurs. Covers a broad range of issues confronting the one-person owner, including: Detailed planning guides, Finances, Character traits of the successful one-person owner, Marketing tips and Keeping records. Written from experience.

TARGET AUDIENCE: Entrepreneurs
Teachers
Students

SETTING: Secondary and up.

TITLE: "Mind Your Own Business: A Guide for the Information Entrepreneur"

AUTHOR: Warner, Alice Sizer

SOURCE: Neal-Schuman Publishing, Inc. (1987).

ABSTRACT: Shares what it is like to be an entrepreneur in the library and information fields from the perspective of someone who has done it. Offers hands-on advice for folks considering going into business. Discusses self-analysis, sources of funds, record keeping, marketing issues, general management,etc.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Secondary to Four Year College.

TITLE: "Model Entrepreneurship Education Programs Four-Year Colleges and Universities"

AUTHOR:

SOURCE: United States Association for Small Business and Entrepreneurship. (1989, nominated programs).

ABSTRACT: A listing of 20 entrepreneurship education programs chosen as exemplary. Gives: Title of program, purpose of program, contact person, title, organization, address, and telephone number.

TARGET AUDIENCE: Educators (All)

SETTING: Four Year College

TITLE: "New Business Ventures and the Entrepreneur"

AUTHOR: Stevenson, H.; Roberts, M.; and Grousbeck, H.

SOURCE: Richard D. Irwin, Inc. (1989).

ABSTRACT: Proposes that all students of management can learn a lot from the study of entrepreneurship. The process of identifying and pursuing opportunity, the hallmark of entrepreneurship, has become increasingly important in restoring the competitive edge in many U.S. industries. It's organized into four parts: Overview and opportunity assessment, Acquiring resources, Purchasing an existing business, and Business management. Includes cases.

TARGET AUDIENCE: Educators (All)
Administrators
Students

SETTING: Four Year College

TITLE: New Venture Creation: Entrepreneurship in the 1990's

AUTHOR: Timmons, Jeffrey A.

SOURCE: Irwin. (1990 revised ed.).

ABSTRACT: A thorough book about the actual process of getting a new venture started, growing the venture, selling or "harvesting" it, and starting again. The design and flow of the book is aimed at creating knowledge, skills, awareness, and involvement in the process and critical aspects of creating a new venture and then making it grow. Very sophisticated with much quantitative and qualitative information.

TARGET AUDIENCE: Educators
Students
Entrepreneurs

SETTING: Post-Secondary and up.

TITLE: "Ohio at Work: 1988 Chartbook"

AUTHOR:

SOURCE: Ohio Bureau of Employment Services. (1988).

ABSTRACT: Presents information on the composition of and trends in Ohio's labor force. Examines the employed and unemployed. Good reference on Ohio's labor force.

TARGET AUDIENCE: Business Owners
Administrators
Students

SETTING: Secondary through Four Year College.

TITLE: "Ohio Labor Market Information Directory"

AUTHOR:

SOURCE: Ohio Bureau of Employment Services. (Spring, 1989).

ABSTRACT: Identifies and describes sources of labor market information. Most data is from OBES.

TARGET AUDIENCE: Business Owners
Educators
Administrators
Students

SETTING: Secondary through Four Year College.

TITLE: "On Our Own: A Declaration of Independence for the Self-Employed"

AUTHOR: Dickson, Paul

SOURCE: Facts on File Publications. (1985).

ABSTRACT: Discusses the popularity of entrepreneurship in the 1980's, how it differs from self-employment in the 1960's, and what the future looks like for this American institution. Includes an almanac of American self-employment and glossary.

TARGET AUDIENCE: All interested in entrepreneurship.

SETTING: Secondary and up.

TITLE: "Out of Your Mind and Into the Marketplace"

AUTHOR: Pinson, Linda and Jinnett, Jerry

SOURCE: Out of Your Mind and Into the Marketplace. 3031 Colt Way, #33, Fullerton, CA. (1987-88).

ABSTRACT: This book was intended to provide small and home-based business owners with the very basic information, forms, and worksheets needed for start-up. This is not sophisticated, but could be helpful to those who need help with simple basics.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Secondary through Community College.

TITLE: "Playful Perception: Choosing How to Experience Your World"

AUTHOR: Liff, Herbert L.

SOURCE: Waterfront Books, Inc. (1984).

ABSTRACT: Offers suggestions and ideas for experiencing the world in creative and imaginative ways. People have a choice about what they focus attention on and their attitude towards those objects. Shows how to gain more insight and enjoyment from our perceptions.

TARGET AUDIENCE: All interested in expanding their perception of the world in a positive way.

SETTING: Secondary through Four Year College.

TITLE: "Quality Child Care Makes Good Business Sense"

AUTHOR:

SOURCE: U.S. Small Business Administration. (1989).

ABSTRACT: Helps plan, prepare, and operate a child care business. Explains in detail how to: Assess the market, set up the business and prepare for opening day. Includes sample business plan outline specifically for this business, survey questionnaires, bibliography, and list of national organizations.

TARGET AUDIENCE: General Population

SETTING: Secondary through Community College.

TITLE: "Role Model Influence on Female Entrepreneurs"

AUTHOR: Adams, Janet S., PhD.

SOURCE: Department of Management and Marketing, Kennesaw State College. Marietta, Georgia.

ABSTRACT: This is a scholarly paper presented at the USASBE National Conference. The panel discussion was: A Research Perspective--the Influence and Status of Female Entrepreneurs in the 1990's.

TARGET AUDIENCE: Educators

SETTING: Secondary and up.

TITLE: "Seeing With the Mind's Eye: The History, Techniques and Uses of Visualization"

AUTHOR: Samuels, Mike, and Samuels, Nancy

SOURCE: Random House, Inc./Bookworks. (1975).

ABSTRACT: "Visualization is creating a mental image, creating a picture in the mind, seeing with the mind's eye." This text encourages the reader to "rediscover this part of yourself." Richly illustrated, it includes an index, extensive footnotes, and references to related readings.

TARGET AUDIENCE: General Population
Educators (All)
Students

SETTING: Secondary through Four Year College.

TITLE: "Small Business Banking"

AUTHOR:

SOURCE: Bank One, Columbus, Ohio. (1990).

ABSTRACT: This brochure is designed to acquaint small businesses with financial services available to them. Includes a "Business Loan Kit" which helps the business owner prepare the business plan, forecasts, and statements needed to secure bank loans.

TARGET AUDIENCE: Business Owners
Entrepreneurs

SETTING:

TITLE: "Small Business Success" - Volume III

AUTHOR: Walters, Cathy, Editor.

SOURCE: Pacific Bell Directory. (1990).

ABSTRACT: This volume's articles include: Entrepreneurship as a Career, Trends: What to Expect in the Nineties, Mentors Help Small Business Survive, SBA: A Small Business Advocate, Building a Successful Sales Team, Effective Marketing, Getting the Phone to Ring, Out-of-this World Opportunities for Small Business, Finding the Right Printer, etc. Includes resource directory.

TARGET AUDIENCE: All interested in small business.

SETTING: Secondary and up.

TITLE: "Small Enterprise Development: Policies and Programs"

AUTHOR: Neck, P. and Nelson, R., Editors

SOURCE: International Labor Office, ILO Publication Center. (1987).

ABSTRACT: A review of current small-enterprise development policies and programs, as applied in countries with various socio-economics settings. Intended for planners and policy-makers, but could be useful to anyone interested in small enterprises and entrepreneurial initiative.

TARGET AUDIENCE: Policy Makers

SETTING:

TITLE: "Smart Growth"

AUTHOR: Poza, E. J.

SOURCE: Jossey-Bass. (1989).

ABSTRACT: A reference for managing growth in privately held firms, this book is filled with practical advice. The author consults in the area of promoting business growth, with experience in and with entrepreneurial start-up companies, family businesses, and Fortune 500 companies.

TARGET AUDIENCE: Business Owners
Teachers
Students

SETTING: Secondary and up.

TITLE: "Small Business Success" - Volume II

AUTHOR: Editors

SOURCE: Pacific Bell Directory. (1989).

ABSTRACT: The second volume of Pacific Bell Directory's small business self-help tools. Articles include: Hiring and Retaining Good Employees; Home-Based Business; Health Insurance; Business Incubators; Franchising; Cash Flow; Business Plan Checklist; The Heartbeat of the Economy; and Legal Structure of Your Business. Includes extensive resource directory.

TARGET AUDIENCE: For all with an interest in small business.

SETTING: Secondary through Four Year College.

TITLE: "Small Business Success" - Volume I

AUTHOR: Editors

SOURCE: Pacific Bell Directory. (1988).

ABSTRACT: This free publication is the first volume of a continuing series of small business self-help tools. It contains feature articles on winning ideas for success, young entrepreneurs, and international trade. A comprehensive resource directory of books, articles, government publications, associations, and other resources is organized by 13 topical areas.

TARGET AUDIENCE: For all with an interest in small business.

SETTING: Secondary through Four Year College.

TITLE: "Successful Small Business Management"

AUTHOR: Megginson, L.; Scott, C.; Trueblood, L.; and Megginson, W.

SOURCE: Business Publications. (1988).

ABSTRACT: This fifth edition has been completely updated. Instructive in its format, each chapter begins with learning objectives and an actual business case relevant to topic. Topics covered include: Growing importance of small business, Pros and cons of business ownership, How to get started, Common management mistakes, Maximizing limited resources, Managing growth, and Succession planning.

TARGET AUDIENCE: Educators (All)
Students

SETTING: Secondary through Community College.

TITLE: "The Business Planning Guide: Creating a Plan for Success in Your Own Business"

AUTHOR: Bangs, David H. "Andy," Jr.

SOURCE: Upstart Publishing Co. (1989).

ABSTRACT: The BPG leads business owners through the most important step in founding a new business: putting together a complete and effective business plan and financing proposal. The guide has been used by hundreds of colleges, banks, and accounting firms. Comes complete with examples, forms, and worksheets that make the process painless. A small business classic.

TARGET AUDIENCE: Students
Teachers
Entrepreneurs

SETTING: Secondary and up.

TITLE: "The Cash Flow Control Guide: Methods to Understand and Control the Small Business's Number One Problem"

AUTHOR: Bangs, David H. "Andy," Jr.

SOURCE: Upstart Publishing Co. (1989).

ABSTRACT: Cash flow is every small business person's greatest concern--it's the lifeblood of the business. The CFG uses a real-life example, FinestKind Seafoods, Inc., that had it's normal share of cash flow problems. Shows how cash flow planning can be used to smooth out some of a small business's roughest spots.

TARGET AUDIENCE: Students
Teachers
Entrepreneurs

SETTING: Secondary and up.

TITLE: "The Changing Workplace: Career Counseling Strategies for the 1990's and Beyond"

AUTHOR: McDaniels, Carl

SOURCE: Jossey-Bass. (1989).

ABSTRACT: A broad ranging analysis of tomorrow's workplace. Explores diverse visions of occupations and work settings for the future. Clear information is given for counseling on career options. Highlights three alternative areas of employment: entrepreneurship, small business, and work at home ventures.

TARGET AUDIENCE: Educators

SETTING: Secondary and up.

TITLE: "The Entrepreneurial Community: A Strategic Planning Approach to Community"

AUTHOR:

SOURCE: Heartland Center for Leadership Development. (1989).

ABSTRACT: A 50-page guide to strategic leadership for smaller to medium-sized communities. Chapters with titles such as "Attitudinal Change" and "Expanding Access to Resources," includes "how-to" sections with recommended activities for communities.

TARGET AUDIENCE: Administrators
Policymakers

SETTING:

TITLE: "The Market Planning Guide: Gaining and Maintaining the Competitive Edge"

AUTHOR: Bangs, David H. "Andy," Jr.

SOURCE: Upstart Publishing Co. (1989).

ABSTRACT: Using the same real-life approach that has made The Business Planning Guide a bestseller, the MPG takes business owners through the process of developing a profitable marketing strategy and helps ensure that this critical area is being managed effectively. Complete with examples, forms, and worksheets.

TARGET AUDIENCE: Students
Teachers
Entrepreneurs

SETTING: Secondary and up.

TITLE: "The Personnel Planning Guide: Successful Management of Your Most Important Asset"

AUTHOR: Bangs, David H. "Andy," Jr.

SOURCE: Upstart Publishing Co. (1989).

ABSTRACT: Covers recruiting, interviewing, hiring, compensating, and motivating employees as well as techniques for reducing turnover and answering the legal questions involved in dealing with employees. Provides humane yet businesslike solutions.

TARGET AUDIENCE: Students
Teachers
Entrepreneurs

SETTING: Secondary and up.

TITLE: "The Startup Guide: A One-Year Plan for Entrepreneurs"

AUTHOR: Bangs, David H. "Andy," Jr.

SOURCE: Upstart Publishing Co. (1989).

ABSTRACT: The author, a successful entrepreneur, guides the reader through the crucial steps that precede the opening of a new business. An invaluable reference for those thinking of starting their own business.

TARGET AUDIENCE: Entrepreneurs
Teachers (All)
Students

SETTING: Secondary and up.

TITLE: "The Teenage Entrepreneur's Guide. 50 Money Making Business Ideas"

AUTHOR: Riehm, Sarah

SOURCE: Surrey Books. (1987).

ABSTRACT: Designed to lead teens through the steps necessary to establish, market and run a successful small business. Outlines for 50 practical business ideas are given.

TARGET AUDIENCE: Teachers
Students

SETTING: Junior/Middle School
Secondary

TITLE: The Women's Business Action Plan"

AUTHOR: Zuckerman, Laurie B.

SOURCE: Upstart Publishing Co. (1989).

ABSTRACT: Women face special challenges in starting and managing their own businesses, as evidenced by the fact that they own 25% of the small businesses in the U.S., but take in only 10% of the sales. The author, a strategic and business planning consultant, has written a hands-on resource for women wanting to start their own businesses.

TARGET AUDIENCE: Entrepreneurs
Teachers
Students

SETTING: Secondary and up.

TITLE: "Training Entrepreneurs for Small Business Creation"

AUTHOR: Loucks, Kenneth

SOURCE: International Labor Office, ILO Publication Center. (1988).

ABSTRACT: Reviews a number of practical entrepreneurship development programs proven to be constructive, cost-effective, and relevant to national development. It thoroughly describes techniques used to select entrepreneurs for training, training methods, and the elements necessary for a successful program. Helpful to all concerned with entrepreneurial talent.

TARGET AUDIENCE: Educators
Entrepreneurs

SETTING: Secondary and up.

TITLE: "Women and Self-Sufficiency: Programs That Work, Policy That Might"

AUTHOR: Okagaki, Alan

SOURCE: The Corporation for Enterprise Development. (1988).

ABSTRACT: A study of programs designed to assist low-income women in the transition from economic dependence to economic self-sufficiency. Here he identifies the barriers they face, the program designs that best address these barriers, the lessons of those programs and policy implications. Includes 13 case studies.

TARGET AUDIENCE: Administrators
Policymakers

SETTING:

TITLE: "Women in Their Own Business"

AUTHOR: Oana, Katherine

SOURCE: VGM Career Books. Lincolnwood, IL. (1982).

ABSTRACT: Offers timely information and practical suggestions for women interested in beginning and operating their own businesses. Biographical case studies profile successful women in real estate, personal service, retailing, and many other fields.

TARGET AUDIENCE: Entrepreneurs

SETTING:

CURRICULA AND TEXTBOOKS

BEST COPY AVAILABLE

TITLE: "A Guide to Curriculum Planning in Marketing Education"

AUTHOR: Burbach, Marie J.

SOURCE: Wisconsin Department of Public Instruction. (1987).

ABSTRACT: The purpose of this text is to provide further information needed to develop, expand, and improve secondary marketing education curriculums. Recommendations reflect the most recent thinking of national, state, and local marketing education leaders. A National Council for Marketing Education committee has set up general curriculum guidelines which provides a framework for this guide. The development of an entrepreneurial attitude in program participants is stressed. Based on extensive research.

TARGET AUDIENCE: Administrators
Teachers/Instructors

SETTING: Secondary/Secondary Vocational

TITLE: "A Primer On Entrepreneurial Education For Community Educators"

AUTHOR: Horton, Diane, compiler.

SOURCE: Washington Center For Community Education and Economic Development. (1989).

ABSTRACT: This primer provides information on entrepreneurship training programs around the country. It provides an analysis of the data to provide the community educator with:

1. A means for deciding whether to pursue an entrepreneurship program.
2. Suggestions on how to organize the program.
3. A summary of various models and resources that exist.

TARGET AUDIENCE: Community educators/leaders.

SETTING:

TITLE: "Blue Print for Entrepreneurship in Your School"

AUTHOR: Editors of Note Worthy

SOURCE: Mid-Continent Regional Educational Laboratory. Kansas City, MO.

ABSTRACT: A discussion on establishing an entrepreneurship program in your school. Talks about how to begin, business plans, filling real needs, concerns such as liability, community perceptions and accountability, costs to the school and startup capital, and additional suggestions for success.

TARGET AUDIENCE: Educators
Administrators

SETTING: Secondary and up.

TITLE: "Curriculum Development in Vocational and Technical Education"

AUTHOR: Finch, Curtis and Crunkilton, John.

SOURCE: Allyn and Bacon, Inc. (1989).

ABSTRACT: This text guides you step-by-step through the entire process, from pre-planning, choosing the right approach, gathering and analyzing data, to implementing your program.

TARGET AUDIENCE: Educators

SETTING: Secondary through Post-Secondary Tech.

TITLE: "Entrepreneurship"

AUTHOR: Hisrich, R. and Peters M.

SOURCE: Richard D. Irwin, Inc. (1989).

ABSTRACT: This 566 page text covers starting, developing, and managing a new enterprise. The five parts are: The Entrepreneurial Perspective, Starting a New Venture and Developing the Business, Financing a New Venture, Managing the New Venture, and Special Issues For the Entrepreneur. Includes numerous cases.

TARGET AUDIENCE: Teachers/Instructors
Students

SETTING: Community College and Four Year College

TITLE: "Entrepreneurship"

AUTHOR: Burch, John G.

SOURCE: John Wiley and Sons. (1986).

ABSTRACT: This text is divided into six parts. Part One defines entrepreneurship, its role in the nation's well-being, and conditions that foster it. Discusses risks and rewards of becoming an entrepreneur, and intrapreneurship. Part Two describes how entrepreneurs create products and services for the marketplace. Part Three deals with the means of going into business--startup, buyout, and franchise. Part Four presents a constellation of venture opportunities, including mail order and international trade, with emphasis on exporting, moonlighting, shopping center development, technology transfer,and so forth. Part Five examines the legal and financial aspects. Part Six gives tips on how to write and prepare a business plan and how to present it to financing sources.

TARGET AUDIENCE: Teacher
Students

SETTING: Secondary, Secondary Vocational

TITLE: "Entrepreneurship Training in Vocational Education"

AUTHOR: Developed by Arizona Marketing and Distributive Education.
Adapted by South Carolina Department of Education.

SOURCE: State Department of Education, Office of Vocational Education, Columbia, SC

ABSTRACT: This is a two-week course for all vocational education areas within marketing and business education.

TARGET AUDIENCE: Teachers
Students

SETTING: Junior/Middle School
Secondary
Secondary Vocational

TITLE: "Export Now: A Guide for Small Businesses"

AUTHOR: Leza, Richard

SOURCE: The Oasis Press

ABSTRACT: This book-workbook presents a unique insight into the export procedures needed for small or mid-size business. Answers the questions of why and how to export. Explains what decisions have to be made, what knowledge is needed to make those decisions, and where to get additional information. Terms and concepts are thoroughly explained.

TARGET AUDIENCE: Teachers/Instructors
Students
Entrepreneurs

SETTING: Post-Secondary through Four Year College

TITLE: "How To Create a Winning Business Plan"

AUTHOR:

SOURCE: Ready Reference Press

ABSTRACT: This handbook details how to create a comprehensive, action-oriented business plan. Teaches students how to assess the competition, determine current position, project future position, and ways to keep on track when working towards that goal. Examples of successful business plans are presented.

TARGET AUDIENCE: Teachers

SETTING: Secondary and up.

TITLE: "How to Set-Up Your Own Small Business"

AUTHOR: Fallek

SOURCE: American Institute of Small Business. (1990).

ABSTRACT: This book has been written by people who are actively involved in small businesses. It is designed "to help you understand business operations, and to provide you with the techniques, skills, sources of data and detailed information needed to work your way to independent success." Two volumes, loose-leaf, ring binders, 20 sections in workbook format.

TARGET AUDIENCE: Teachers/Instructors
Students

SETTING: Post-secondary and up.

TITLE: "Idaho Marketing Education Core Curriculum"

AUTHOR:

SOURCE: State of Idaho, State Division of Education. (1988).

ABSTRACT: A marketing education core designed for three levels: Career Sustaining/Specialist Level, Supervisory Level, and Entrepreneurship Level.

TARGET AUDIENCE: Educators (All)
Teachers/Instructors

SETTING: Secondary and up.

TITLE: "Small Business Entrepreneur: Catalog of Performance Objectives and Performance Guide"

AUTHOR: Washington State V-Techs

SOURCE: Vocational-Technical Education Consortium of States. (1989).

ABSTRACT: A 100 page listing of objectives and guides to desired performance in establishing a small business. Covers all major areas of consideration. Good source of guidelines for structuring a course.

TARGET AUDIENCE: Educators (All)

SETTING: Secondary and Secondary Vocational

TITLE: "Small Business Management and Entrepreneurship"

AUTHOR: Church, Olive D.

SOURCE: Science Research Associates, Inc.

ABSTRACT: Textbook for high schools and community colleges. Chapter topics include: Think Small Business, Planning the Small Business, Organizing For Business (financing, legal issues, taxes, insurance records, microcomputers), Managing and Controlling the Small Business and Appendixes (self-assessment tools, and exercises, decision-making tools and activities, checklist for going into business, references/resources).

TARGET AUDIENCE: Teachers
Students

SETTING: Secondary through Community College

TITLE: "Small Business Marketing"

AUTHOR: Pryor, Chris

SOURCE: Oregon Small Business Development Center. (1987).

ABSTRACT: A workbook to deal with the development of a marketing plan for a small business. The SBDC's of Oregon use this publication.

TARGET AUDIENCE: Educators
Students
Entrepreneurs

SETTING: Secondary through Four Year College.

TITLE: "Small Business: An Entrepreneur's Plan"

AUTHOR: Ryan, J. and Ray, R.

SOURCE: Harcourt Brace Jovanovich (1990).

ABSTRACT: This textbook offers insight, enthusiasm, and a proven, hands-on approach. When students finish the 78 "action steps" they will have a complete, professional business plan. Offers a strong pedagogical focus and study guide. Instructor's manual and software available.

TARGET AUDIENCE: Teachers/Instructors
Students

SETTING: Post-Secondary and up.

TITLE: "Teaching Strategies Master Curriculum Guide in Economics: International Trade"

AUTHOR: Wentworth, D. and Leonard, K.

SOURCE: Joint Council On Economic Education

ABSTRACT: This volume is designed specifically for teachers of senior high school students who intend to focus on world trade issues using an economic reasoning approach. Lessons can be presented in order as written, or adapted to meet individual needs. Five sections are: Why Trade?, The Scope of International Trade: How Big is it?, Trade Barriers: Controversy and Consequences, Global Markets and Products, and World Trade Issues.

TARGET AUDIENCE: Teachers/Instructors

SETTING: Secondary through Community College

TITLE: "The Business Kit"

AUTHOR:

SOURCE: Business Kids

ABSTRACT: A kit that de-mystifies the process of starting and operating a successful business. The Kit contains:
- audio cassette: "The Buck Stops Here"
- booklets: "The World of Business," "Organizing," "Getting Started," "Mastering Management," "Marketing," "Super Index"
- business plan and template packets
- toll-free business hotline
- one year free Business Kids membership
- Business Kids agenda
- starter business cards and stationary
- Business Kids catalog

TARGET AUDIENCE: Children
Teachers

SETTING: Elementary

TITLE: "The Inventive Thinking Curriculum Project: Project XL"

AUTHOR: Canedo, Marion, Special Project Assistant.

SOURCE: U.S. Patent and Trademark Office

ABSTRACT: A number of grassroots school programs promoting thinking skills instruction are presented in this curriculum. Project XL has been initiated as a national partnership designed to encourage proliferation of such programs and to develop new programs and materials which will promote analytical, critical, and creative thinking, and problem-solving skills for all children in our nation's schools. Curriculum can be used across all disciplines and grade levels with all children. It can be integrated with all curricular areas.

TARGET AUDIENCE: Educators (All)
Teacher Educators
Administrators
Teachers/Instructors

SETTING: Elementary through Post-Secondary Technical

TITLE: "The It's Her Business Workbook"

AUTHOR: Kaufmann, Christine and staff

SOURCE: Entrepreneurial Training Program (ETP), Project Word Inc. (1988).

ABSTRACT: This workbook provides exploratory exercises for displaced homemakers who want to start a business. The assessment includes what the entrepreneurial type is with a self-rating, a decision-making model, making risky decisions and how to reduce the risk, the family and the cost of living. The business section includes a description of the business, how to market the business, the feasibility and finances of the business, and additional resources. A very basic workbook and training manual for service providers.

TARGET AUDIENCE: Teachers/Instructors
Adult Students

SETTING: Adult Education

TITLE: "Working for Yourself: Career Planning Information"

AUTHOR:

SOURCE: Alaska Department of Education, Office of Adult and Vocational Education. (1987).

ABSTRACT: This curriculum on self-employment and small business ownership is organized into five sections: Working for Yourself, Self-Employment Options, Entrepreneurship, Deciding to Go Into Business for Yourself, and Making a Business Succeed. Many additional Alaskan resources are cited in most sections and an additional section titled "Where to Go For Assistance" is included.

TARGET AUDIENCE: Educators (All)
Students

SETTING: Secondary/Secondary Vocational

VIDEOTAPES AND FILMS

Since the majority of videotapes and films were not available for the editors to review, target audiences and setting have been omitted.

BEST COPY AVAILABLE

TITLE: "A Case of Working Smarter, Not Harder"

AUTHOR:

SOURCE: CRM Films

ABSTRACT: Managers often find themselves bogged down in paralyzing details. This film offers innovative strategies for success in such key management issues as delegating, decision-making, coaching, planning, controlling, employee development, team development, and time management.

TITLE: "A Vision for Everyone"

AUTHOR: Kramer, Karen L. and Ashmore, Catherine M.

SOURCE: Center on Education and Training for Employment, The Ohio State University. (1988).

ABSTRACT: This videotape features the testimonies of seven young entrepreneurs who have vocational training. Their stories provide opportunities for discussion of many issues critical to entrepreneurial success. An excellent tool for teacher inservice or student recruitment. Includes transparency masters of a compilation of key data from a survey of 9106 Ohio business owners.

TITLE: "Beginnings"

AUTHOR:

SOURCE: Ambrose Video

ABSTRACT: This video examines the start-up phase of a business and explores what excites entrepreneurs to envision a new product or service.

TITLE: "Challenging Classroom Creativity"

AUTHOR: Kramer, Karen L. and Ashmore, Catherine M.

SOURCE: Center on Education and Training for Employment, The Ohio State University. (1990).

ABSTRACT: A videotape and instructors manual that gives ten creative ideas for teaching entrepreneurship. Sample classroom programs from the state of Ohio are shown in a hands on way. (38 minutes).

TITLE: "Performance Appraisal"

AUTHOR:

SOURCE: CRM Films. (1990).

ABSTRACT: This film examines why and how managers make subjective appraisals. Mixes discussion and role playing to help participants identify potential problems in the appraisal process, and to learn to evaluate a rating in terms of its long-term effects. Gives keys to successful performance appraisal management.

TITLE: "Starting Your Home-Based Business"

AUTHOR:

SOURCE: Ready Reference Press. Santa Monica, CA

ABSTRACT: Getting to know the "ins and outs" of running a home based business is not easy. This video presents the importance of clarifying goals, analyzing the markets and getting the necessary assistance in order to get started. Family business owners discuss their experiences and financial loan officers give advice.

TITLE: "Teaming Up: Competition and Cooperation"

AUTHOR:

SOURCE: CRM Films. (1990).

ABSTRACT: As strong as our cultural affection for competition may be, research shows that there are times when it becomes counter-productive and cooperation is the way to success in the workplace. This film demonstrates how a careful blending of competitive and cooperative strategies creates the greatest potential for success.

TITLE: "The Credibility Factor: What Followers Expect from Leaders"

AUTHOR:

SOURCE: CRM Films. (1990).

ABSTRACT: "Leadership is in the eye of the follower." This video explores the traits of leadership as perceived by followers and reveals how effective leaders understand the wants and needs of those followers. It examines the critical difference between effective and ineffective leaders. Discusses five keys to developing credibility.

TITLE: "The Entrepreneurs: An American Adventure"

AUTHOR:

SOURCE: PBS Video. (1986).

ABSTRACT: In this six-part video series, spirited inventors, tough-minded tycoons, and wizards of free enterprise are featured in this profile of current and historic men and women who embody the American entrepreneurial spirit. Teacher's guide available.

TITLE: "The Great Game of Business"

AUTHOR:

SOURCE: Ambrose Video

ABSTRACT: This video introduces the viewer to entrepreneurs, such as: The founders of Patagonia, Espirit, Ben and Jerry's, a community bank, a parts remanufacturer, and more.

TITLE: "The Leadership Challenge"

AUTHOR:

SOURCE: CRM Films. (1990).

ABSTRACT: Based on the best-selling book by leadership experts James M. Kouzes and Barry Z. Posner, The Leadership Challenge proves that leadership is not the private preserve of a few charismatic men and women, but a learnable set of practices virtually anyone can master. Illustrates the five practices common to all successful leaders: challenge the process, enabling others to act, modeling the way, inspiring a shared vision, and encouraging the heart.

TITLE: "The Woman Entrepreneur: Do You Have What It Takes?"

AUTHOR:

SOURCE: Ready Reference Press.

ABSTRACT: The pros and cons of starting a new business are presented in this video. Successful woman entrepreneurs present advice on such subjects as having a business partner, advertising, and financing. Lillian Veron Katz is featured in an interview. She tells how she started her $137 million mail order business with $2,000.

COMPUTER SIMULATIONS AND SOFTWARE

Since the computer simulations were not available for the editors to review, target audience and setting have been omitted.

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TITLE: "BestChoice 3"

AUTHOR:

SOURCE: Sterling Castle, Inc.

ABSTRACT: This package employs scientific analysis techniques to give you solid reasons for choosing one product, candidate, etc. from among several choices. Industry magazines say it is amazingly easy to use.

TITLE: "Biz Plan Builder"

AUTHOR:

SOURCE: Jian/Tools For Sales, Inc.

ABSTRACT: This package overcomes the hurdle of starting a business plan by letting you edit instead of writing from scratch. Includes everything from marketing strategy to financial projections. Creates a professional, comprehensive document. Requires 512K, WP package, and Lotus 1-2-3 or Excel.

TITLE: "Employee Handbook Builder"

AUTHOR:

SOURCE: Jian/Tools For Sales, Inc.

ABSTRACT: Perfect for small to medium-sized companies, this package sets out your procedures, policies, and benefits. Follows standard employee manual formats. Requires 512K and WP program.

TITLE: Entrepreneur: A Simulation

AUTHOR: Smith, Gerald R. and Golden, Peggy

SOURCE: Houghton Mifflin. (1987).

ABSTRACT: Designed for use in introduction to business, principles of management, retailing, and small business management classes. This simulation allows for three to twenty competing teams. Teams make eleven key decisions concerning their firm, which operates retail clothing stores. Objectives for students are consideration of multidimensional aspects of decisions, interaction in organizational teamwork, development of logical and rational decision making skills, learning importance of management tools, etc.

TITLE: "FormWorx--Fill and File"

AUTHOR:

SOURCE: FormWorx Corp.

ABSTRACT: Design exactly the forms you want, fill them in on-screen and save for future reference. Highly acclaimed as the fastest, easiest and most comprehensive forms program available. Requires 512K.

TITLE: "Hyper Entrepreneur's Guide to Planning Your New Business"

AUTHOR:

SOURCE: Hyper Trainer Inc., Reeseville, NY

ABSTRACT: An interactive computer disc that uses animation, sound, and examples to help the user plan a successful business venture. Also allows the user to evaluate their potential as an entrepreneur.

TITLE: "Pal Friday"

AUTHOR:

SOURCE: Pyramid Software, Inc.

ABSTRACT: Bogged down with the busywork of running a small business? Pal Friday does it for you. Automates tedious clerical tasks like schedular/reminder, typewriter, address and phone log, cash management, check book balancer, time tracking, labels, mailing lists and more.

TITLE: "Quicken"

AUTHOR:

SOURCE: Intuit, Inc.

ABSTRACT: Quicken makes quick work of business and personal finances. Automates bill paying, bookkeeping, reconciliation and reporting. Reports include taxable income and deductions, P+L, budgets, payroll and more. Requires 320K.

TITLE: "Right Writer"

AUTHOR:

SOURCE: RightSoft, Inc.

ABSTRACT: Improve your business writing quickly. Checks grammar, style, usage and punctuation. Expert system employs more than 4,500 writing rules and guidelines. Works with all leading word processors. Requires 384K, 2 floppy drives or hard disk.

TITLE: "Up Your Cash Flow"

AUTHOR:

SOURCE: Granville Publications, Inc.

ABSTRACT: This package does all your forecasting, budgeting and balance sheets. Does "what-if" analysis. Good for beginners, no manual needed. IBM PC or compatible. 512K hard disk required.

RESOURCE GUIDE

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A Gamut Book
Dodd, Mead and Company, Inc.
71 Fifth Avenue
New York, NY 10003
1-800-544-4463

Avon Books
105 Madison Avenue
New York, NY 10016
1-800-654-5888

Barbara Brabec Productions
P.O. Box 2137
Naperville, IL 60565

Benin Publishing Co.
802 Columbus Drive
Teaneck, NJ 07666

Bennett and McKnight
809 West Detweiller Drive
Peoria, IL
1-800-447-0682

Business Kids
301 Almeria Avenue, Suite 330
Coral Gables, FL 33134
1-800-852-4544

Business Publications, Inc.
500 North Central Expressway
Plano, TX 75074
1-800-323-4560

CRM Films
2233 Faraday Avenue
Carlsbad, CA 92008
1-800-421-0833

Department of Management and Marketing
Kennesaw State College
Marietta, GA 30061

Distributive Education Clubs of America
1908 Association Drive
Reston, VA 22091
703-860-5000

Entrepreneur
2392 Morse Avenue
Irvine, CA 92714

Entrepreneurial Woman
2392 Morse Avenue
Irvine, CA 92714

Facts On File Publications
460 Park Avenue South
New York, NY 10016

Fortune Magazine
P.O. Box 30604
Tampa, FL 33630-0604

Goodheart-Wilcox Co.
123 West Taft Drive
South Holland, IL 60473

Guideposts
Chad Department
39 Seminary Hill Road
Carmel, NY 10512

Heartland Center For Leadership Development
941 "O" Street, Suite 920
Lincoln, NE 68508

Hyper Train Inc.
14 Front Street
Keeseville, NY 12944
518-834-7203

ILO Publication Center
49 Sheridan Avenue
Albany, NY 12210

Inc. Magazine
P.O. Box 54129
Boulder, CO 80322-4129

Institute for Community Education and Training
P.O. Box 1937
Hilton Head, SC 29924

Instructional Materials Laboratory
The Ohio State University
1900 Kenny Road
Columbus, OH 43210
614-292-5001

Joint Council On Economic Education
432 Park Avenue, South
New York, NY 10016
212-685-5499

Jossey-Bass Inc., Publishers
350 Sansome Street
San Francisco, CA 94104
415-433-1740

Laissez Faire Books
San Francisco, CA

McGraw-Hill Book Co.
11 West 19th Street
New York, NY 10011
212-512-2000

Merrill Publishing Company
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614-890-1111

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425 Volker Boulevard
Kansas City, MO 64110

Money
Money Business Office
Time-Life Building
Rockefeller Center, NY 10020-1393
1-800-456-6505

Neal-Schuman Publications, Inc.
23 Leonard Street
New York, NY 10013

New York State Education Department
Lackawanna Avenue
Mt. Morris, NY 14510

Ohio Bureau of Employment Services
145 South Front Street
Columbus, OH 43215
614-466-4636

Oregon Small Business Development Center Network
1059 Willamette Street
Eugene, OR 97401

Out of Your Mind and Into the Marketplace
3031 Colt Way, #233
Fullerton, CA 926334
714-739-1777

Pacific Bell Directory
One Rincon Center
Communications Dept-CWS3
101 Spear Street, Room 429
San Francisco, CA 94105

PBS Video
1320 Braddock Place
Alexandria, VA 22314-1698
1-800-424-7963

Quorum Books
Greenwood Press, Inc.
P.O. Box 5007
88 Post Road West
Westport, CT 06881
203-226-3571

Random House, Inc./Bookworks
201 East 50 Street
New York, NY 10022
1-800-638-6460

Ready Reference Press
P.O. Box 5249
Santa Monica, CA 92405
1-800-424-5627

Richard D. Irwin, Inc.
1818 Ridge Road
Homewood, IL 60430
1-800-634-3961

South-Western Publishing Co.
5101 Madison Road
Cincinnati, OH 55227
1-800-431-1288

Surrey Books
500 North Michigan Avenue
Chicago, IL 60611

The Minority Business Development Agency
U.S. Department of Commerce
Fourteenth Street Between Constitution
Avenue and E Street, NW
Washington, DC 20230
202-377-2000

The Oasis Press
300 North Valley Drive
Grant Pass, OR 97526

The Three Entrepreneurs
111 Circle Lane
West Lafayette, IN 47906

The Wall Street Journal
200 Liberty Street
New York, NY 10281

U.S. Patent Trademark Office
Office of Public Affairs
Washington, DC 20231
703-557-3341

U.S. Small Business Administration
Office of Business Development
Imperial Building
1441 L Street, NW
Washington, DC 20416
1-800-368-5855

Upstart Publishing Company
12 Portland Street
Dover, NH 03820
1-800-235-8866

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521 Fifth Avenue
New York, NY 10175-0028
1-800-444-4653

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Division of NTC Publishing Group
4255 West Touhy Avenue
Lincolnwood, IL 60646
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125 South Webster Street
P.O. Box 7841
Madison, WI 53707-7841

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127 North Higgins
Missouri, MT 59802
406-549-3774

Working Woman/McCall's Group
342 Madison Avenue
New York, NY 10173

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4916 Street Elmo Avenue
Bethesda, MD 20814